

The Gimlet

Monthly Circulation
200,000



The gimlet is a small instrument
~~with a point~~ with a point

April, 1913

- Damages 25 Cents per annum -
- We need the money - There may be more numbers - That all depends -
- This is real second class stuff that pays first class postage - No post offices entered.

THOMAS A. EDISON is the combination that produces *results*—brains and energy. If he had been created with brains alone, without the ability to put in long hours of constant, patient, concentrated work, there would have been "*nothing doing*." If he had worked without the brain to direct his efforts, results would have been "*nil*."

There are other Edisons coming to wrest power from Nature. By thinking and working they will extract her secrets for the good of the world.

Original—thot out by

Mike Kinney

Teamster and Editor.

The Gimlet

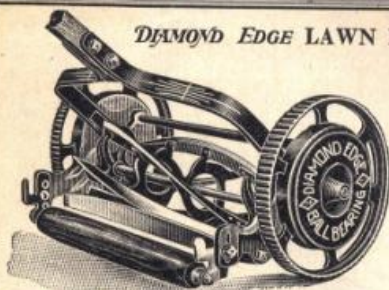
NORVELL-SHAPLEIGH HARDWARE CO.
ST. LOUIS.



OUR OWN STYLE FOUNT

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



DIAMOND EDGE LAWN MOWERS

CYLINDER BLADES.—Extra heavy, giving momentum to reel, which makes it cut faster than other mowers.

SELF SHARPENING.—This feature is especially good. Construction of bed plate is such that the revolving blades keep sharp all the time.

BALL BEARING.—Extremely simple in construction, very positive and accurate in adjustment. Cones are turned from a bar of tool steel and are very durable.

FENDERS.—There is a fender on the side plate of each wheel, which prevents grass from winding and clogging journals.

BALL BEARING REEL.—With five extra heavy and wide crucible steel oil-tempered blades; self sharpening. This additional width and weight give greater momentum, therefore it cuts more easily and with less exertion than other machines. Is accurate, smooth and light running. The malleable iron open reel braces do not come in contact with the shaft; as a result, when the reel strikes an obstruction it rebounds, and in so doing does not throw the blades out of line with the cutting bar.

Made in Four Sizes—15, 17, 19 and 21-inch Cut.

This is the Finest Lawn Mower in Existence and a Ten Minute Trial Will Convince Anyone.

ONCE UPON A TIME

a lawn mower manufacturer showed me the first lawn mower manufactured in this country. It was made by hand. You couldn't go out to-day and sell it for scrap iron. But that old mower developed a new idea, and all the graceful, light, easy running mowers that have followed are its descendants. It's a big thing for any man to develop a new idea. A new thought gives all of us a mental hunch, and then each one of us gets busy improving on the new idea. Thus progress moves onward.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

DIAMOND EDGE
Stand Up Grass Hook

HERE IS SOMETHING NEW
and every man that reads this ad should
hot foot it to your hardware store for one.

No need of your getting down on your knees; grasp the handle with both hands; you can mow the grass and weeds as with a scythe. Best grade crucible steel blade, oil tempered and sharpened to a razor edge; blade painted red; pressed steel shank made in two parts which form the socket for the handle; socket and shank gold bronzed; blade is riveted between these two parts, making a solid coupling which will not break or become loose; a slight bend in the shank throws the handle up at an angle which enables the user to stand almost erect when using.

No. DE100—Extra selected ash handle, smoothly finished; length of handle 44 inches; length of blade 13 inches; width of blade at heel $2\frac{1}{4}$ inches.

Each, \$1.00

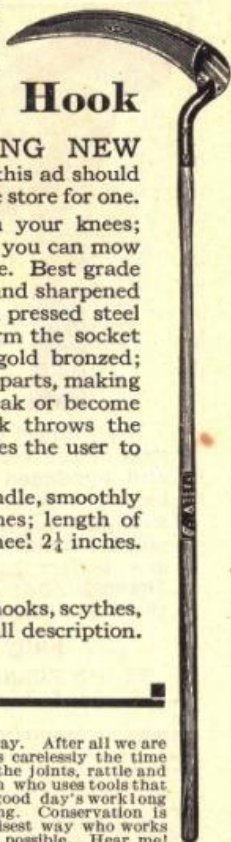
We have a big assortment of grass hooks, scythes, shears, garden and lawn goods of all description. Come in and see our assortment.

LIFE IS PASSING

and the wise man saves himself in every possible way. After all we are only human machines and if we handle ourselves carelessly the time will soon come when we will find we are loose in the joints, rattle and are unable to do our work efficiently. The man who uses tools that saves himself is the man who will be doing a good day's work long after the thoughtless fellow is out of the running. Conservation is the modern idea and the man conserves in the wisest way who works as smoothly and with as little wear and tear as possible. Hear me!

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



The Gimlet



DIAMOND EDGE TRIPLE CLAW HAMMER

THIS IS SOMETHING
ENTIRELY NEW!

Two hammers in one. With its triple claw will pull out nails that cannot be reached with any other hammer.

Draws finishing nails clear out of the wood, without putting a block under the head of the hammer or bending the nail. It pulls the nail straight and true without marring or crushing the finest woodwork.

Drop forged in one piece from crucible hammer steel of the very best quality; carefully tempered and hardened to a toughness that enables these hammers to withstand severe usage; hand ground and polished; handled with young second growth polished hickory handles, shaped and driven so as to give perfect hang and balance. Fastened with a *DIAMOND EDGE* patent lock wedge which prevents the head flying off.

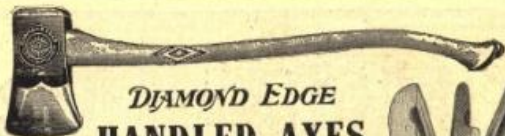
Fully Warranted; Each \$1.25

WE CAN FURNISH HAMMERS FROM 10 CENTS UP

AMERICAN MECHANICS USE

the best tools in the world. Nothing is too good for the American carpenter. Every workman who takes pride in his work also takes pride in his tools. Even among the poorly paid mechanics of Europe there is the same desire for good tools, and so American tools are finding their way into the kits of foreign workmen. It is the law of the survival of the best. There is always a growing market for the best. The merchant who founds his business on quality is building on a rock. The objection to a higher price is only momentary; the satisfaction that comes from quality is permanent. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



DIAMOND EDGE HANDLED AXES

Diamond Edge Axes are tempered by hand by an improved process. The bit is made of the finest crucible steel. The eyes are punched from solid steel, that will not stretch or break. All handles are put on with a patent wedge that positively prevents the axe from flying off the handle. Handles furnished in any grade you wish.

| | |
|---------------------|------------------|
| Handled Axes..... | \$1.00 to \$2.00 |
| Unhandled Axes..... | .75 to 1.75 |

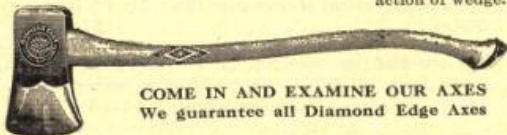


The Diamond Edge Wedge cannot come out after being driven in.

One of the special features to Diamond Edge Axes is the Patent Lock Wedge. This wedge is the most successful yet produced for holding the axe firmly and preventing it from flying off the handle.



Cut shows wedge driven in handle and handle pulled open to show binding effect produced by action of wedge.



COME IN AND EXAMINE OUR AXES
We guarantee all Diamond Edge Axes

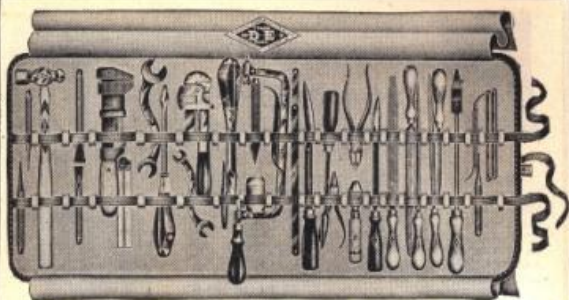
HAVE YOU EVER NOTICED

how well every one of our handled axes "hangs?" Has it ever occurred to you that this "hang" is not an accident? But say, the next time you are in St. Louis drop in to see us and ask to be shown our axe handling department. It will interest you to see how all the work is done—most of it by machinery; we even have a machine to bite off the ends of handles slick and clean after they have been driven into the axe. We will be glad to show you through this department at any time. Every hardware clerk should know just how axes are handled in an up-to-date manner.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



Diamond Edge Automobile Tool Kits

The Diamond Edge line of tool kits has been especially selected by an expert mechanic who is thoroughly familiar with the various tools usually required about a car. Every tool in this kit is of Diamond Edge quality and is thoroughly guaranteed. Any tool that is not so found will be cheerfully replaced with a new one.

The illustration shows our No. DE 65 Kit.
Price.....\$15.00

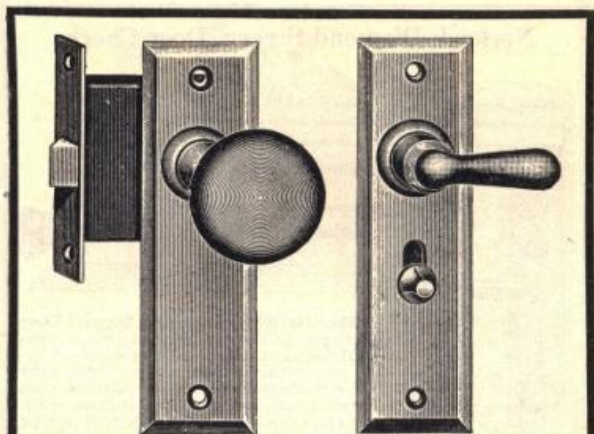
We are also in position to furnish lower priced kits. In fact, all kinds of tools that are required for working around the automobile.

THE DEVELOPMENT OF AUTOMOBILES

has led to a great increase in the sale of tools. Every automobile properly equipped is a traveling machine shop. No automobile owner is happy unless he has everything that is necessary in case of a break-down. With the help of our merchant in your town we are prepared to supply you with everything you may or may not need in the automobile line—of course for a very small consideration.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



Screen Door Latch Sets

This latch set will match up with the locks on your front door, and will make a much more genteel appearance than the ordinary kind of a latch. Why not take a little pride in your screen hardware? Your front screen door hangs for about eight months in the year, and every visitor greets it first.

We believe you are interested, so we have put in this high grade screen latch set. We invite you to come in and examine it.

Wrought Steel Trim.....\$1.00

Wrought Bronze Trim..... 1.50

We have everything you will need in the way of screen hardware—hinges, catches, latches, etc.

NATURALLY, TO BE SURE,

if you sell screen doors you ought to get the business on screen door latch sets. And you must not forget that your screen door hardware should harmonize with your front door hardware. The man who is careful about one thing always seems to have time to be careful about other things. The man who uses good taste about his ties and socks also uses good taste in the furnishings of his home. All these things are advertising. All these little things tell everybody who stops to look a whole history about the owner of the house. We are all trying to kill off the fly, but have you ever stopped to think that the pesky fly makes a lot of business for us? We surely are ungrateful.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Norleigh Diamond Screen Door Checks



The Norleigh Diamond Screen Door Spring and Check is designed for use especially on light doors, such as screen, telephone booth, kitchen, pantry, hall, light office doors and office gates. Can be used either side of door, right or left-hand, without extra brackets. Has adjustable spring and meets all requirements for light doors.

Speed in closing can be quickly and easily regulated by turning screw in end of cylinder.

Check quickly reversed from right to left-hand by simply removing top screw, turning the spring box the other side up.

Full directions for applying with each check.

Don't let your screen door slam shut. Put on a Norleigh Diamond Check.

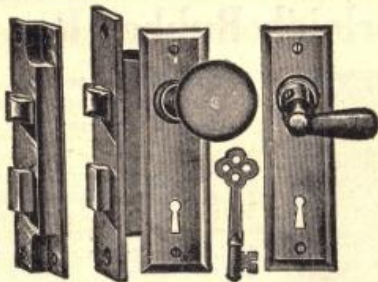
No. ND4—10x1 1/4 seamless brass barrel, polished and lacquered; best quality tempered steel coil spring; all castings made of best malleable iron and finished in gold bronze; complete with screws and spring adjusting wrench. **\$2.00**

NOTHING GETS ON THE NERVES

like slamming doors. Have you heard some poor, tired out mother calling to the children, "Dearie, please don't slam the door." But children will forget, and so doors go on slamming and wearing out nerves. The only cure is to place checks on the doors. Then there are no shocks, and besides the door itself is saved and lasts longer. Noise is always a sign of waste. Noisy homes are not well regulated homes. When there is perfect running machinery there is always silence. Good work is always done quietly.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



FRENCH WINDOW AND CABINET DOOR SETS

We carry these sets in both Steel and Bronze metal and in several designs. The illustration shows the Randolph design, which is the most popular style. Has heavy beveled escutcheon, round knob on outside, lever on inside. These sets can be furnished from stock in the following finishes: Dull Brass, Antique Copper, Antique Brass, Statuary Bronze, Bower Barff, Nickel and Sand Blast Antique Brass.

We carry an immense stock of Builders' Hardware. Let us help you beautify your new home by suggesting the latest in Hardware trimmings.

HE IS A VERY FOOLISH MAN

who builds a good house and then allows some contractor to trim it with poor hardware. Imagine a handsome front door wobbling on light weight, cheap butts. Take my advice—use thin butts on all your doors, then they won't sag, warp or bind; also be careful to use only bronze butts on outside doors. Bronze will not rust, run and streak all your wood work. If you must be economical then use good quality hardware on all outside openings and use cheaper grades inside. The weather soon uses up poor hardware. Just look at some of your neighbors' hardware and don't make the same mistakes.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Norleigh Rubber Roofing



- 1-ply Guaranteed Five Years
- 2-ply Guaranteed Ten Years
- 3-ply Guaranteed Fifteen Years

Absolutely weather proof; resists summer heat without deterioration; absorbs no moisture; is not affected by frost, cold or rain; will not dry out nor oxidize. Is fire resisting, as it not only withstands extreme heat, but live sparks and burning embers will not ignite it.

Norleigh roofing is long fibre wool felt, thoroughly and uniformly saturated, non-volatile bituminous compound, producing a tough and pliable roofing. Does not contain tar and will not taint rainwater. Resists heat without deterioration; does not absorb water; is fire resisting and is not affected by cold.

Norleigh Roofing is a strictly first class high grade roofing and the equal of any roofing on the market.

- | | |
|----------------|---------------------------|
| No. NR1, 1-ply | No. NSR1, 1-ply, Standard |
| No. NR2, 2-ply | No. NSR2, 2-ply, Standard |
| No. NR3, 3-ply | No. NSR3, 3-ply, Standard |

**WE WANT TO FIGURE WITH YOU
ON YOUR ROOFING REQUIREMENTS**

EVERYWHERE I WANDER

I see hardware stores rolling out rubber roofing. Only a few years ago this kind of roofing was unknown. Now everybody is using it. Durable, satisfactory and easy to put on. Our roofing manufacturer has made an enormous increase in his business in the past few years. He believes in quality roofing, and we back his guarantee with our own. It will pay you to give us a whirl on roofing.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

MOTOR PADLOCKS



We have a Padlock to fit every box and every lever on your automobile.

So come in and pick out the one you need and don't let your tools, tires, robes, etc., lay around where they may be stolen. Cut shows:



No. 658.—1¼-in. cast bronze polished case and shackle; self-locking; four secure levers; all brass inside works; two flat steel nickel plated keys.....75c

DOG COLLAR PADLOCKS

We make a specialty of Dog Collar Padlocks. If you have a fine dog and want to treat him to a new collar and padlock, come in and you can make a selection from our stock that will please you immensely.



Padlocks from 10 cents up.

DO YOU FULLY REALIZE

how many millions of padlocks are sold? When most people lose the key that is the end of the padlock. It is hardly worth while having a new key made because padlocks are so cheap. Padlocks were one of the earliest forms of locks—they were probably used before door locks. The old-fashioned padlocks were of enormous size, but with the introduction of the flat steel key padlocks, like other things, have been reduced in weight. Have you ever thought that the whole tendency of manufacturing these days is to make things lighter?
M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

ECHO SAFETY RAZORS



THE SIMPLEST RAZOR MADE

Only Two Parts—The Frame and The Blade

The frame is made of gold alloy metal, securely fastened to a forged steel handle, thus making one piece. Gold alloy metal looks like solid gold and is the same color through and through. It is not plated. It will not rust or corrode. The handle is first plated with copper, then heavily silver plated. No adjusting necessary. No screws to set or lose. Easy to handle and clean. The angle and hang is already there. The head has a straight guard (no rake teeth to scratch the face). The blade is easily removed from the head—a slight pressure from the thumb nail at the opening in the center of the top of the frame throws the blade forward over the guard. It is then easily removed.

Each razor is packed in a black cloth covered box—green velvet lined with seven high grade, polished, Swedish steel blades, double bevel ground. **\$1.00**

We also carry Razor Strops, Shaving Brushes, Soap, Toilet Water, Face Lotion, etc.

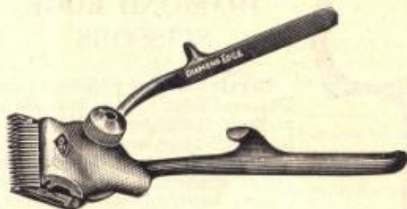
WHEN I ARRIVED LAST NIGHT

I went home with a clean shave, because I carry an Ecco safety razor and I always shave on the train just before we get to town. A friend of mine on the train, however, has never used a safety. He thinks his beard is too stiff. He has never given the little safety an honest trial. So when we arrived in town together he first had to go to a barber shop and lose from thirty minutes to an hour waiting and getting shaved before he went home. The mills will never turn again with the time that you and I have wasted. The Ecco safety razor is a great time saver.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

DIAMOND EDGE CLIPPERS



No. DE1T
Toilet
Clippers
Each \$3.00

Full nickel plated, highest grade crucible tool steel cutting plates, perfectly tem-

pered, evenly ground; carefully toothed and sharpened; extra quality malleable iron handles, tempered steel wire spring, hardened steel balls, in dust-proof case retainer, corrugated bottom plates. This is the finest and best clipper obtainable.

No. 4 H,
Horse
Clippers
Each \$2.75



Nickel plated head and shanks; black enameled wood handles; highest grade crucible tool steel top and bottom plates, perfectly tempered, ground and toothed, ball bearing; length over all, eleven inches. This is a very fine, easy running clipper that will not fail to give satisfaction.

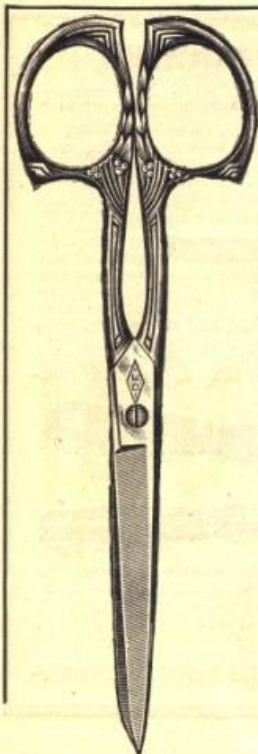
WE CAN FURNISH CLIPPERS FROM \$1.00 UP

THE WAVE OF SANITATION

is spreading all over the country. One of its developments is the fashion of men and boys to wear their hair short in the summer time. It is a great thing for any boy to have his hair clipped. Thousands of parents all over the land are buying hair clippers and trimming up their youthful progeny. I heartily approve of the plan. Clippers are now so cheap that every family in which there are men and boys should have one. What about the girls? Well, I am sorry for them when they have to have long hair in hot weather.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



No. DE 21 DIAMOND EDGE SCISSORS

Here is the latest addition to the Diamond Edge scissors line. It is made of the highest quality English crucible cast steel, finely ground and carefully fitted. The handles are of a new and very attractive design; oxidized silver finish, with floral design.

Every pair of Diamond Edge Scissors are properly fitted together so that each blade will ride perfectly from shoulder to point.

The lines of Diamond Edge Scissors and Shears are fully warranted and represent the acme of perfection. Any scissors or shears not proving entirely satisfactory will be exchanged for a new pair.

The illustration shows only one of the many patterns in the Diamond Edge line, which comprises nearly one hundred different styles and sizes. We carry a full line of Diamond Edge Cutlery of all kinds and invite you to inspect it.

THE SALE OF SCISSORS

is something enormous. There are 40,000,000 women in this country, and every one owns one and usually several pairs of scissors and shears. Some one is supplying this demand. No hardware merchant should neglect his shear and scissor business. Every woman is interested in scissors. Hardware stores should carry good and complete stocks in special show cases and not allow the business to go to dry goods stores. Then there should be show window displays and attractive advertising. Hardware is a business of small things and success is achieved by selling lots of them. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

ROME COFFEE PERCOLATORS



LOW PATTERN
18-ounce Copper

Retainer Ring.—Made of Aluminum which fits tightly into the top of the pot and holds the pump firmly in place.

The coffee receptacle is strongly held by braces inside and outside.

Pumping valve sets on bottom of pot. Bottom is corrugated to give more heating surface.

Aroma Trap.—A tube closed at the top conducts the liquid to the spout. This feature effectually prevents the aroma from escaping.

End of spout is wired to prevent jamming.

The heavy base hinge is neatly and firmly soldered to the pot.

"Rome" patent handle fastening, is entirely of metal and is the best handle fastener yet devised.

Made in three sizes, four, six and nine cups \$2.50 up.

Made in the celebrated Rome factory, where the making of coffee cooking utensils is a specialty.

For lasting qualities and satisfaction during service there is nothing equal to Rome ware—all finely nickel plated and beautifully shaped and finished.



TAPER PATTERN
14-ounce Copper

ON A RECENT FISHING TRIP

in Florida, in the St. John River, in our little launch, we got our own meals and made coffee in a Rome percolator. When you sleep all night in the open air and stay out in the open air all day, you feel like a four-time winner. And just the right thing to top off your feelings is a cup of coffee made so simply, quickly and easily on the oil stove of the launch in one of these percolators. Ours was a godsend.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



JERSEY REFRIGERATORS

Jersey Refrigerators possess every desirable point in modern refrigerator construction. The case is made of selected ash with heavy beveled panels, rich golden oak finish, nickel plated brass hardware. The insulation is a series of wool felt, dead air space and sheathing. The provision chamber is made of a heavy gauge rustless steel. This is heavily coated with a special high grade mineral coating which gives a heavy **white enameled** finish. The shelves are made of tinned wire; the flues and drain tubes are removable.

This is a thoroughly sanitary and easily cleaned refrigerator, one that will keep ice and prove economical from the users' standpoint. We can furnish these refrigerators in all styles and sizes.

Come in and examine our refrigerator stock.

We also carry a big line of Ice Cream Freezers, Ice Picks, Lemon Squeezers, etc.

IN GETTING READY

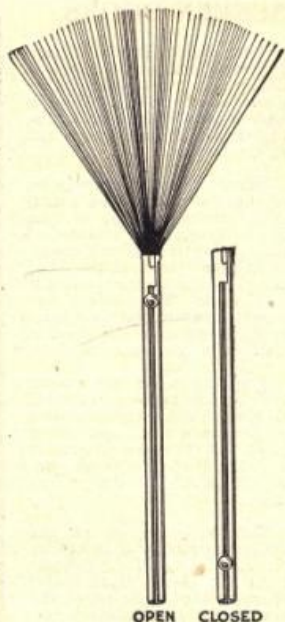
for our recent fishing trip, the first thing we bought was a little Jersey ice chest. It didn't cost much, but it certainly was a great comfort when we got away from civilization to have fresh eggs, fresh butter and sweet milk, not to mention other things that were kept nice and cool in this little ice chest. We were so crowded for room that we put the chest on the deck, and of evenings when we would anchor next to the palm trees "yours truly" would sit on the ice chest, smoke a cigar, and inhale the odors that were wafted on the gentle zephyrs from the nearby orange groves. Reads nicely, doesn't it? "Yours truly" also swatted mosquitoes. But nothing in this world is perfect—not even a fishing trip on the St. John River.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Fly Swatters

Everybody is after the house fly. Scientists tell us they are a menace to health—we all know them to be pesky little animals. Just try one of these little fly swatters and you will fall in love with it. Sure death to flies and you can have lots of pleasure soaking them with it. **THIS ONE FOLDS, SO CAN BE CARRIED IN VEST POCKET.**



No. BA—Tinned wire head, broom shape; size 5x6 inches; stamped steel handle; wire head slides into handle by pushing a small button on side of handle; can be carried in any pocket; takes no more room than a lead pencil or fountain pen; length when folded, 7 inches; length over all, 13 inches. Each..... 15 cents

We have all kinds of "Fly" Goods. Come in and let us show you how to keep comfortable.

YOU HAVE HEARD THE EXPRESSION

"There are no flies on me"—but as a matter of fact, America has more flies than any other nation. Europeans are all surprised at the quantity of flies on us. We must eliminate the fly along with trusts and all other enemies of the people. One good thing about the automobile is that it does not breed flies. As horses and stables pass, flies will pass with them. The fly is an undesirable citizen and with "swatters," screen doors and screens he is being made to realize his presence is not wanted. Every man who swats a fly serves his country.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

BLACK PRINCE SCREEN DOORS



The Black Prince Screen Door in Quality and Finish is distinctly better than any other door we have to sell. The design is adapted from one of the highest priced hand-made doors on the market.

The cost of the chamfering of the panels and the exceptional finish applied to the Black Prince door might well make it be termed hand-made, as fully two-thirds of the labor entering into its construction is hand-work. The two coats of **black enamel** are carefully applied and give the door a distinguished appearance.

The absence of scroll work and ornamentation of all kinds makes this door very attractive to persons of taste and refinement. It is entirely in keeping with the Mission style as used so extensively at the present time.

This is only one of the various patterns of Doors we carry. We can furnish doors from the cheap three panel green painted style up to the very finest hand-made doors; also screens, frames, hinges, etc.

IT'S A POOR FAMILY

these days that can't afford to have a screen door. In my peregrinations up and down the earth I notice that most poor families have screen doors, but I also observe that most of them do not seem to know how to hang them properly. The door and the opening are not made to fit. The butts are often too light. Three butts are better than two. So after a little while these doors sag and are banged to pieces. How wasteful the poor are!—not so much in what they buy as in their lack of carefulness in taking care of things after they have bought them.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

REDSTRONG STEP LADDERS (RED AND STRONG)

Barbed
Nails
used to
secure
Steps.



Wrought
Steel
Self-locking
Leg
Brace.



Bolt
under
each step.



Malleable
Iron Top
Bracket
showing
method
of attaching
Top.



Steel Side
Braces
through
which
Bolt
passes.



Steel
Corner
Brace.



A specially constructed Ladder for mechanics, farmers, and householders.

Selected clear white pine, $2\frac{1}{2} \times \frac{3}{4}$ -inch sides; $4\frac{1}{4} \times 13$ -16-inch steps; width of top 7 inches; extra heavy wood braces fastened to legs with wrought steel cleat; japanned malleable iron top bracket.

Each step set into uprights, secured with barbed wire nails and supported under bottom by a steel rod which extends through the uprights and is bolted at each end to steel side plates, preventing the uprights from spreading; fitted with $\frac{1}{2}$ -inch japanned steel self-locking spreader brace.

The "Redstrong" is a radical departure from the old style yellow stained step ladder, it being the strongest and most substantial ladder made. You feel safe and are safe when on a "Redstrong."

Made in all sizes from 3 to 12 feet. 6 foot, each, \$3.00

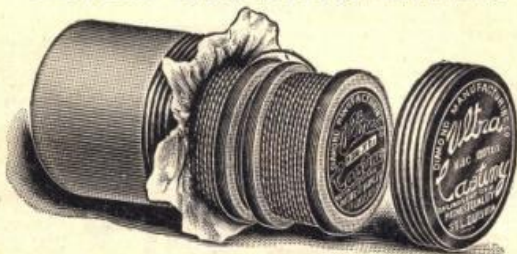
We can also furnish the cheap ladders if you want that kind.

THE PROBLEM IS

to make goods really satisfactory for the purpose intended without getting the price so high they will be out of reach of the masses of the people. In these ladders this problem has been solved. Redstrong ladders are a really good ladder at a reasonable price. The best proof that any article fills a want is when it meets with "repeat" sales. Merchants who have purchased sample lots of these ladders have always become regular "Redstrong" customers. Both the consumer and the merchant call again. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

ULTRA CASTING LINES



Cut shows Air-tight, Screw Top Aluminum Box
in which all Ultra Lines are put up

296 Threads Pure Silk in Each Line

This line is what its name implies, the extreme perfection in Braided Silk Fishing Lines. Only the most carefully selected silk is used. It is braided harder than any other line. **Four Strands Pure Twisted Silk Center**, the center alone possessing strength sufficient to withstand any ordinary strain in fishing. **Absolutely will not waterlog** on account of the **New Style Hard Braid**, thereby outlasting any other line. Perfectly round and free running.

The ultra casting lines are put up on **Fancy Silver Gilt Spools**, wrapped in paraffin coated paper in **Sealed Air-tight Aluminum Screw Top Boxes**. The superiority of these lines, together with the aluminum boxes, are features which will be readily recognized by all fishermen as the line is the acme of perfection and the box may be used for many purposes, such as a drinking cup, bait box, etc.

| | | |
|-----------------|----------------|---------------------------------|
| No. UC15—Light | —Tests 18 lbs. | } \$5.00 Per 100 Yds. |
| No. UC25—Medium | —Tests 30 lbs. | |
| No. UC50—Medium | —Tests 30 lbs. | |
| No. UC75—Heavy | —Tests 40 lbs. | |

We are headquarters for Fishermen's Supplies. Come in and select your outfit.

ARTICLES OF REAL QUALITY

do not sell well unless they are put up in appropriate packages. The purchaser is always unconsciously influenced by the eye.

Shakespeare said, "Rich thy apparel as thy purse can buy," and his saying applies with equal force to the manner in which high grade goods should be dressed for the market. Then there is economy in having the right kind of boxes for lines. They are better preserved, cared for and so last longer. In selling, merchants will note that attractively put up goods always will sell better than other goods that are carelessly packed and poorly labeled.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

BINGLER BASE BALL BATS

Bingler Bats are the combined results of suggestions of some of the big leagues' expert batters. They embody all the good features essential to hard and scientific work. Their driving power is unsurpassed. We use nothing but the best selected straight grained second growth ash, open air dried and thoroughly seasoned before turning. All timber is hand split (not sawed), thereby preserving a continuous grain. Each bat hand turned to gauge. Used by professional ball players and wherever the best is wanted.



No. 100BT—Tape wrapped handles; burnished black to harden the surface.....\$1.50



No. 100T—Tape wrapped handle; natural finish.....\$1.50



No. 100M—Mushroom balanced handle; light burnished surface.....\$1.50



No. 100X—Plain handle; light burnished surface.....\$1.25



No. 100—Plain handle; natural finish.....\$1.25

All the above bats are professional models and are used by players in all the big leagues.

We can furnish bats from five cents up.

We can furnish anything wanted in the base ball line.

COME AND SEE US

THE OTHER DAY IN NEW YORK

I had a hunch to do some real work. I called at several offices in the afternoon and all of the head men were attending their grandmother's funeral. I wondered why there were so many funerals. When I received the evening paper I read with interest that that afternoon the Giants had played the opening game of the season. Then it percolated into the innermost recesses of my alleged think tank why so many presidents and office boys were not on the job. Well, it's all right—All work and no fun makes Jack a dead one.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

MOTORCYCLE and OUTING SUITS



The suit illustrated herewith comprises coat and trousers. Is designed especially for motorcyclists, equestrians, and fishermen. It also provides a cheap knockabout suit for working around the yard.

No. MS 250.—Made of the finest quality soft suiting cloth, olive color. The coat is cut American outing style, has three-button single-breasted front, two side patch pockets, one breast pocket with flap, dress style collar and lapel. The trousers have fly front, two side and one watch pocket, two hip pockets, belt loops, adjusting straps and buckles at hips.

Per Suit \$5.00

(Cap not included.)

This is only one of the many styles of motorcycle suits we can furnish.

IF A HARDWARE MERCHANT

of 1875 should see the variety of goods carried by an up-to-date hardware store to-day he would have an attack of angina pectoris. But why not? If we are going to sell sporting goods and motorcycle and automobile supplies, why should we not sell proper clothing as well as the other things? When I was in London I was taken to a great shop. This particular merchant made outing clothes for the entire world. He had the different kinds of clothing for the different countries and for the different purposes arranged on dummies. It was one of the most interesting exhibits that I have ever seen. Whenever you start out for anywhere, to do anything, be sure that you are properly dressed.

M. K.

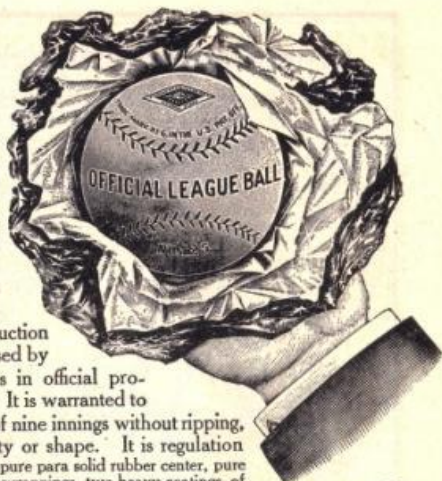
"DIAMOND EDGE IS A QUALITY PLEDGE"

Diamond Brand Official League Ball

This ball is the highest standard in base ball manufacture, and is identical in quality and construction with those balls used by all the big leagues in official professional games. It is warranted to last a full game of nine innings without ripping, losing its elasticity or shape. It is regulation size and weight, has pure para solid rubber center, pure blue-gray wool yarn wrappings, two heavy coatings of plastic cement, finest quality close grained horse hide cover, double stitched with best red and green waterproof treated linen thread. Each, \$1.25.

Diamond Brand base ball goods are strictly high grade in every particular. There is nothing better manufactured than the line that bears this trademark, which includes balls, bats, gloves, mittens, masks; in fact, everything necessary to play the American game of base ball.

We have ball goods ranging in price from the very cheapest to the highest priced on the market and we want your business.



INSTEAD OF WRITING THESE LINES

I should be out at the base ball game. It's a shame to waste my valuable time writing about throwing the official league ball down into the diamond, when I ought to be sitting right there with a good cigar helping the umpire run the game. Isn't it strange that there is always so much publicity in the daily papers about the game of base ball? I wonder what the daily papers get out of it. It hasn't been my experience that they write up very much for very long for nothing—even news. It takes very careful figuring to decide the difference between real news and real advertising these days.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Norleigh Diamond Velocipedes.

THIS velocipede is considerably better than the ordinary run of velocipedes. It is made throughout of the very best materials; has extra large New Ideal barrel hubs; rear wheels are fitted with brass hub caps; has rat trap pedals,



bicycle saddle, detachable handle bar, front wheel has $\frac{5}{8}$ inch rubber tire, rear wheels $\frac{1}{2}$ inch rubber tires. The frame is finished in maroon enamel and is handsomely gold striped.

This velocipede is made in three sizes: 16, 20 and 24 inch front wheels.

We also carry a large line of Bicycles, Boys' Wagons, Hand Carts, Tricycles, Automobiles, Go-carts, Sulkies, etc.

THIS VELOCIPEDE

somehow reminds me of a giraffe. It looks as if the handle bars were reaching up somewhere for something. But your son and heir, when you bring him home one of these velocipedes, will not worry about its graceful lines. He will get busy and make more noise and devote more energy to making very small progress than any four-deck steamboat you ever saw on the Oldawaha River in Florida. As Napoleon said, "All is imagination," and this is especially true of children. Napoleon, at the battle of Austerlitz, on his gray charger, was not as proud as a four-year old boy with his first red velocipede.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Rugby Bicycles for Women and Girls

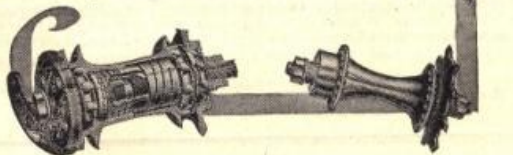


Rugby Ladies' Model wheels are especially desirable because of their splendid bracing. This feature, combined with 18-gauge English high carbon seamless steel tubing, gives them strength to withstand the excessive strain that is always placed on a wheel that does not have a cross bar.

Bearings, joints and all wearing parts are as good as they can be made. Tires, saddles and complete equipment are the very highest grade. Corbin Duplex Coaster Brake furnished when desired.

No. 379—Ladies' Model; each.....\$35.00

With Corbin Duplex Coaster Brake, each 40.00



HOW IS THE BICYCLE BUSINESS?

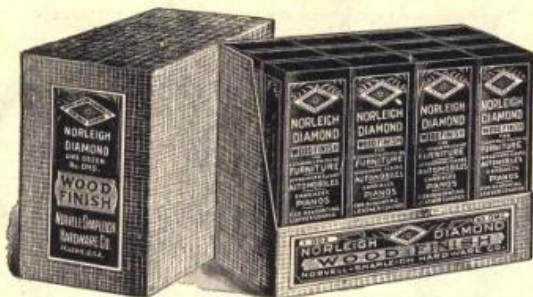
That is a question we hear time after time. The old booming days of bicycles have passed away. Bicycles are no longer a fad. They are now being ridden as a matter of every day convenience and economy of time. I don't know about the figures of the country at large, but I do know that this DIAMOND EDGE emporium is selling more bicycles and bicycle sundries now than ever before in its history. If we wanted to brag we could claim we are manufacturers of Bicycles, because we buy all the parts, assemble them, and put the machines together here in the house. Drop in to see us and we will show you a first class bicycle factory in full operation.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Glimlet

Norleigh Diamond Wood Finish



This is a high grade finish for polishing furniture, automobiles, pianos, carriages, and all kinds of wood work. The feature of this polish is that it leaves a perfectly smooth, dry finish so that no dust or dirt will accumulate. It will not injure the very finest finishes; in fact, it will prove beneficial to them.

The Norleigh Diamond Wood Finish has been particularly developed for high class woods, and especially for automobile requirements, as for this purpose the very highest grade polish is required because the finish on automobiles is very expensive. The polish must not injure the surface in any way and at the same time must possess the quick drying feature, so that the dust of the road will not stick to the polish after it is applied.

This Polish is packed in 6 oz., 16 oz., Quart and Half-gallon Bottles.

WHEN ONE ENTERS A HOUSE

it only needs a glance around to tell the character of the housewife. If the furniture and other woodwork looks old and scratched and battered up, one does not have a very high opinion of the housekeeper. But when everything is well polished, bright and shining, we know, without being told, that the head of the house is on to her job. She does not lie around for hours on a sofa reading French novels and wishing that she were enjoying the kind of Russian court life that Elzior Glyn writes about. Novel reading and furniture polish do not seem to mix.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



Norleigh Diamond Auto Springs

When you break your Auto Spring come to us for a new one—we can furnish Springs for any make or model Automobile and can sell them to you for less money than you can get them from the factory that made your Car. All Norleigh Diamond Springs are made of Special Spring Steel and are guaranteed against sagging or breaking for one year. We carry a full line of Automobile Accessories: Tires, Inner Tubes, Patches, Reliners, Tire Chains, Horns, Lamps, Carbide, Spark Plugs, Tool Boxes, Bumpers, Windshields, Greases, Oils, in fact everything you will require to keep your machine in repair and up-to-date. We want your business. We have the best goods. Our prices are right.

1913 CATALOG READY

DURING MY POLITICAL CAMPAIGN

I loaded up my machine with some 300-pound politicians. Have you ever noticed that politicians always run to weight? There are very few spellbinders who do not average around 250. Well, as I was remarking, I loaded up my automobile with a few giants and started out to visit the Fourth Ward. We turned a corner suddenly and there was a great bump. A spring had broken. A leaf had snapped short off. I had my machine repaired with a Norleigh-Diamond spring, but after my recent experience with the election game I will not carry politicians any more. But the spring is all right, dear Madelaine.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



Norleigh Diamond Spark Plugs.

The special feature of the Norleigh Diamond Spark Plug is its gas tight construction. The shoulder on the center electrode, which fits a similar shoulder on the porcelain, is set in porcelain cement. This makes a joint that is absolutely gas tight. It is, therefore, impossible for any gas to escape into the inside of the plug and thereby explode the porcelain.

Then, all the sparking points are made of genuine meteor wire, the finest and best wire produced for spark plug construction. The porcelain is made of imported clay of the finest quality obtainable. Every piece of porcelain is free from flaws and guaranteed perfect.

The new style top makes it possible to use this plug in connection with any style terminal on the market, therefore, the Norleigh Diamond Plug will fit any car without the changing of a single terminal.

This plug is made in $\frac{1}{2}$ inch Standard, $\frac{3}{4}$ inch A. L. A. M. and metric sizes. There are thousands of Norleigh Diamond Spark Plugs in use, and they are regarded by the automobile fraternity generally as the very best to be had in plugs.

Each..... **\$1.00**

HERE COMES

this spark plug again. I am glad to notice from reading the ad. that these spark plugs are gas tight. Every time my automobile has gone wrong my chauffeur has told me that the trouble was with the spark plug. By the way, do you notice all the automobile language that our ad. man is working off in the above write-up. We hardware men have got to learn automobile talk just as we have picked up base ball slang from the sporting page. I guess some of the boys, however, will pick up the base ball lingo quicker than they will the technical automobile expressions. Pass the plug—I mean the spark plug, of course.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

MASTER VIBRATORS for FORD CARS

It has been said that no Ford car will develop the highest efficiency until it has been equipped with a Master Vibrator. The vibrator makes the car run smoother and gives it increased power.

This instrument consists of a specially designed vibrator and powerful condenser enclosed in a highly polished wood case.

The Master Vibrator interrupts the current from the regular coil and becomes a master vibrator of all four coils, thus insuring uniform and perfectly timed ignition from each coil—a condition not possible to obtain with four separate vibrators. Only one adjustment is

necessary, which reduces the ignition system to the simplicity of a single cylinder car, at the same time increasing the speed, power and flexibility.

EACH, \$10.00

We especially invite every Ford car owner to see us for their automobile requirements. We carry a large line of equipment especially intended for Ford cars.

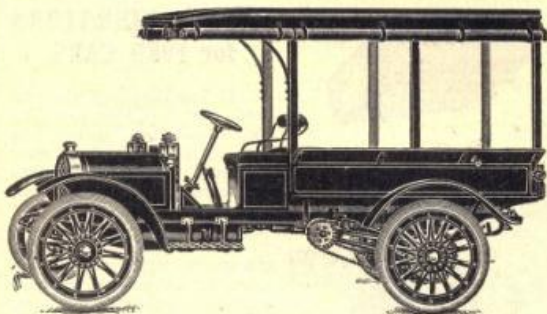
I AM NOT WORRYING

about Master Vibrators for Ford cars. What worries me is what Mr. Ford does with all the money he makes in the automobile business. He had an idea that a good, cheap car, made in quantities, was the right thing. He carried out his idea, and I have heard stories that his money comes in so fast that he has stacks of greenbacks stored away in every old drawer in his office, and that he uses government bonds for curtain shades and wall paper. Say, Mr. Ford, can't you afford to send a poor old teamster a Ford car for this write-up? Gee, but that was a rank pun! Are you next? In the meantime I will drive my team until the Ford car arrives.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



RUGBY MOTOR TRUCKS

Rugby Motor Trucks are 1-ton, 30 horse power. They are equipped with Wisconsin Long Stroke four-cylinder, four-cycle engine, cast *en bloc*. All working parts are enclosed. The frame is all-steel construction. They have 118" wheel base, 3½" front and 4" rear solid tires.

The best evidence that we can offer as to what we think of the Rugby 1-ton truck is to say that we use this truck exclusively for all of our light hauling. We have tested them out thoroughly in every possible way, on smooth streets, on rough roads, with light loads and with heavy loads. We believe the Rugby is the very finest 1-ton truck manufactured.

If you are looking for a motor truck we would like to figure with you. We would like to go into detail and show you why the Rugby truck is the one for you to buy.

THE WORLD SURELY DO MOVE.

It has always moved. In the beginning it probably moved on all fours. In the stone age it moved on foot. Then it moved on horseback. Later in vehicles behind horses. Later still on bicycles, and now we are not only moving for pleasure, but also for business, on motor trucks. You might as well get in line. We are approaching the horseless age.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



The Gimlet



NAME REG. U. S. PAT. OFFICE

A MONTHLY MAGAZINE DEDICATED TO CLOSER RELATIONS BETWEEN THE RETAIL HARDWARE MERCHANT AND HIS CUSTOMERS.

Vol. VI

APRIL, 1913

No. 3

Address all Communications to

MIKE KINNEY, Teamster and Editor

c/o NORVELL-SHAPLEIGH HARDWARE CO.

ST. LOUIS, U. S. A.

Subscription Price — — — — 25 Cents per Annum

THOMAS A. EDISON

A FEW FEEBLE REMARKS

By MIKE KINNEY

Teamster and Editor

I NEVER met Thos. A. Edison. I might be able to meet him if I tried. I am writing these lines in New York and he is only a few miles away at Llewellyn Park. Probably I might get him on the telephone—possibly not. But he is busy and I won't interrupt him either with a visit or a telephone call. He is at work in his laboratory and I am at work in a little hotel

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room. So I just send him greetings—thought waves—from one worker to another.

How do I happen to devote a *Gimlet* to Edison? Let me the tale unfold. Several years ago I met a young fellow working his way through a university. In his spare time he was a newspaper reporter. His statements were always clean cut and definite. He expressed himself in well-chosen words. I tried to hire him, as he looked to me like a "comer." "No," he answered, "I want a literary career and I won't be side-tracked into other work by an attractive salary." He took the examination and won the Cecil Rhodes Scholarship. Next fall this young fellow goes to Oxford University, England, with all expenses paid for four years.

Here in New York—he is now a reporter on a New York paper—this "kid" and I have met and talked over all the world's affairs. We discuss the *Gimlet* and our editorial policy of writing on up-to-the-minute questions. Said the Cecil Rhodes kid, "Edison is the biggest thing in the world to-day. His talking-moving-picture is an epoch maker. It is just out—why not write up Edison?" I sez, sez I, "Say, kid, go up to the library and get me some Edison dope." So one night at Brown's Chop House the kid and I went over the dope—and say, brother, but I sure was astonished at the figures. I am a fairly well, educated teamster, but this kid talked Edison to me—with the real figures—until I was dizzy. If I didn't know just what Edison has been doing, maybe you don't know. If the kid put me next to the modern Aladdin with his magic lamp, why shouldn't I pass the dope along to the 200,000 paid subscribers to the *Gimlet*?

I'm trying to make the *Gimlet* a medium of education—first to myself and then to all our readers. Fun is all right, but too much fun is not instructive.

"DIAMOND EDGE IS A QUALITY PLEDGE"



THOMAS A. EDISON AND FAMILY

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

I write in this vein because some critical and anonymous friend writes me he wants less information and more of the old-fashioned kind of extra grade M. K. jolly. All right—every now and then I will give you a whole *Gimlet* full of the feeble-minded Socratic philosophical early Athens style of literature; but, dear me, this kind of matter is too strong to take as a regular diet—therefore, in between times, as it were, suppose we try to gather up a little real information that will serve as small talk.

How I do wander around when I try to concentrate my thots! Oh, yes, what I had in mind was this: When any of my dear friends feel the call to write me an anonymous letter, won't they please sign their names to it? I very much prefer properly signed anonymous letters. An unsigned letter is not courageous. It is an illegitimate, unrecognized child of the intellect. It is an effort to get a certain effect satisfactory to yourself without any personal responsibility on your part. I once heard a criminal say he had sandbagged men in the dark, but he was not guilty of ever writing an anonymous letter. I had some respect for the footpad. He took a chance, but the man or woman who writes an anonymous letter is trying to put over their own little game *without taking any chances*. But, on second thought, it's all right. I give every full paid subscriber to this magazine permission to send me letters, "names omitted." As a certain good man remarked when he meekly submitted to a whipping from his wife, "It makes her feel good and I don't mind it."

"DIAMOND EDGE IS A QUALITY PLEDGE"

STATISTICS AND WHAT THEY TELL OF THOMAS A. EDISON

| Industries Edison's Inventions Have Founded or Perfected | Investment | Annual Sales | Annual Pay Roll |
|---|-----------------|-----------------|--------------------|
| Central Stations Lighting and Power..... | \$1,000,000,000 | \$225,000,000 | \$ 40,000,000 |
| Incandescent Lighting..... | 500,000,000 | 50,000,000 | 17,000,000 |
| Incandescent Lamps..... | 25,000,000 | 20,000,000 | 8,000,000 |
| Electric Fixtures..... | 8,000,000 | 5,000,000 | 3,750,000 |
| Dynamos and Motors..... | 60,000,000 | 50,000,000 | 20,000,000 |
| Electric Railways..... | 4,000,000,000 | 430,000,000 | 155,000,000 |
| Telephone Systems..... | 800,000,000 | 175,000,000 | 75,000,000 |
| Telephone Apparatus..... | 30,000,000 | 15,000,000 | 5,500,000 |
| Phonograph and Moving Pictures | 10,000,000 | 15,000,000 | 6,000,000 |
| Moving Picture Theatres..... | 40,000,000 | 80,000,000 | 37,000,000 |
| Edison Cement..... | 4,000,000 | 2,000,000 | 400,000 |
| Telegraphy..... | 250,000,000 | 60,000,000 | 30,000,000 |
| Total | \$6,727,000,000 | \$1,127,000,000 | \$397,650,000 |

—Scientific American Supplement.

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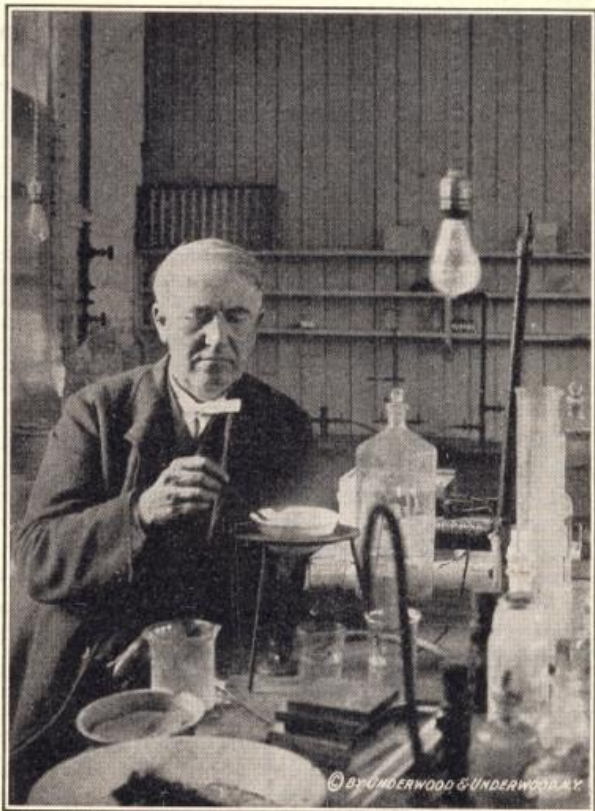
So, dearest, when you feel like working an anonymous letter out of your system, don't try to cause trouble for Charlie or Madeline—even if they do seem to be happy without your help—but put all your deep feelings and emotions into an asbestos envelope and address the communication to me. You will feel much better and I will read what you have to say with appreciative sympathy and pass your note around among all my teamsters. Hauling hardware sometimes gets to be a dull business and we do so like to be entertained by unsigned anonymous communications.

This reminds me that Edison never sees his mail. He hasn't time. His secretary reads it all and takes care of all anonymous communications. No man who is thinking and working out any problems has time to read letters. There's entirely too much letter writing to-day. Letter writing is eating up the best energies of the business world. Napoleon once remarked he seldom answered letters because most of them in three weeks would answer themselves.

The most beautiful evidence of confidence is to esteem and love your friends without writing them letters or expecting any letters from them. No letter can ever tell just how you feel—they are always unsatisfactory. You always want more or less. Every letter ever written was too long or too short.

But, say, let's cut all this out and go to the moving picture show. Edison gave us this. He worked it out a little at a time. Before we go let's telephone to Susan and John. Here we must thank Edison again. He perfected the telephone. But it's getting dark—Montmorency, turn on the electric light. Here's Edison again.

"DIAMOND EDGE IS A QUALITY PLEDGE"



THOMAS A. EDISON IN HIS CHEMICAL LABORATORY
"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

We owe the convenience of the electric light to him. So we take the trolley car and here again is the Wizard of Menlo Park. Then when we return home we turn on the graphophone and listen to Caruso, Scotti, Mary Garden, Geraldine Farrar and all the world's great singers. Were it not for that man working quietly in his laboratory no such privilege would be ours.

Of all the thousands of men and women who have work as a result of his inventions, how many ever think of Edison? Probably very few. We are not a grateful nation. I never saw a statue of Edison. I never saw his picture at a moving picture theater. When we pay our dime is not that enough? Why should we bother about him? He's rich. He's got his. The idea of being grateful—it's too silly.

Speaking of gratitude, I know a man who once grasped a certain idea. He went to a small town and went to work. He almost starved. He almost lost his mind. He was bowed down by discouragement and disappointment, but the turn came. He won out. He built up that town—he brought people and money there. He gave hundreds of men their opportunity to make good. Because he would not be blackmailed, a certain paper of that town attacked him. Do you suppose the people of that place were indignant?—not on your tintype. It was great fun to read what the paper had to say about him. Was it true? What difference whether it was true or not; it made spicy reading. He was successful—he didn't need anyone to defend him. It was a

"DIAMOND EDGE IS A QUALITY PLEDGE"

good thing; it would reduce the size of his swelled head. No, sir, there's no reason why any of us should feel the slightest gratitude to Edison for what he has done. Besides, when he's dead his name will be in the encyclopaedias of all nations and yours and mine won't.

Elinor Glynn doesn't like American men. She says we only think of business. We don't know how to be attentive to women. She found us wonderfully dull. I wonder what the American men she met have to say about the erratic Elinor. I have read some of her "works" and it strikes me Elinor plays on a literary harp that has but one string. She reminds me of a man who once remarked that he thought it was a very necessary thing to have a well-equipped bathroom in the house, but even then he would not care to spend quite all of his time in the bathroom. Now I suppose if Elinor met Thomas she would not "fawncy" him. I can't imagine Edison filling the role—spread out on a bear skin or otherwise—of one of Elinor's "soigne" heroes. No, dearest, the men who are doing things are not picturesque. They lack a certain charm of manner—they have been known to put their knives and forks on their plates crosswise instead of side by each.

Then—here's the sad part of it—when the American business man is worn out—when his work is done—when he's suddenly ordered to Carlsbad or Vichy, when it's found his storage battery of energy is all used up, then he awakens from his dream to find himself *alone*. In all these years his family have also been pursuing *their* ways.

I don't imagine that Edisons make very good family men. When a man is wrestling with some great idea he

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The Gimlet

is liable to trump his partner's ace. Then it is disagreeable to have the head of the family suddenly rush off to his laboratory when Mr. and Mrs. Vincent Bragdon Jones call to discuss the new society for the prevention of eugenics. I wonder—really—how Edison squares himself when he wants to work all the time—even when the Giants open the season. I wonder how he arranges things with his assistants. Does he have a night and day force? It's perfectly all right for Edison or the head of the house to work all the time, but it's different in these days with Jack Smith or Polly Long—they ain't no Edisons, don't cher know.

The head of a great New York house was coming West. The head of a St. Louis house wrote his son it was very important to meet him. The head of the great New York house called on the son of the head of the great St. Louis house on a *Saturday afternoon*. No, Clarice, the head of the great New York house did not meet the son of the head of the great St. Louis house on that *Saturday afternoon*. He met an official who some day will be the head of the great St. Louis house. This official made a very favorable impression on the head of the great New York house.

So here comes to an untimely end my little essay on Thomas A. Edison. I haven't told you much about him. There's never much to tell about any man who "gets results." In other articles in this issue the kid who is going to Oxford writes about what Edison has done. Isn't it queer that in history we know so little about the men who have done things? It is better so. Let us judge men *by their work*. That is the only test.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

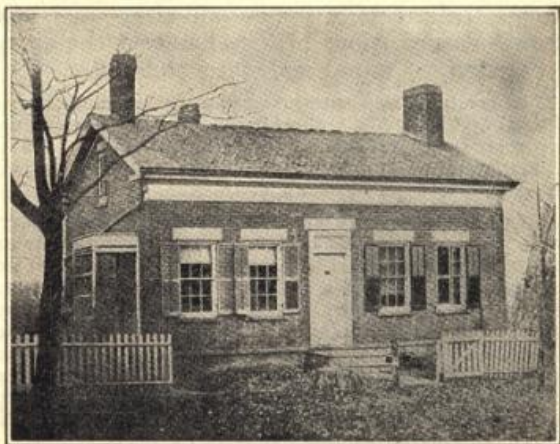
Judging Edison by his work, he is not only to-day our greatest American but he is the greatest living man upon earth to-day.

Miss Channing, kindly ring up 4-11-44 and see if Mr. Long is ready for lunch. "Wait a minute." Say, Mr. Edison, I wish you would collaborate with Luther Burbank and evolve a "busy-less" telephone.

Yours fraternally,

Mike Kinney

Teamster and Editor.



EDISON'S BIRTHPLACE, MILAN, OHIO

"DIAMOND EDGE IS A QUALITY PLEDGE"

THOMAS A. EDISON

By PRESTON LOCKWOOD, Winner of Cecil Rhodes Scholarship

WHEREVER the finger of civilization has left its imprint upon this world, are found, because mankind must have them, the inventions of Thomas A. Edison. His genius glows nightly in more than an hundred million electric lights; because of him the human voice is carried across any space on the wires of the telephone or preserved through any stretch of time on the records of the phonograph; he is proclaimed by the hum of countless electric cars as they run through the streets of a thousand cities; he is the greatest wizard, since history has told the story of mankind, of sound and sight and space.

The investments in enterprises that he has made possible total \$6,727,000,000; the annual sales of these industries reaches \$1,127,000,000. And the wages, \$397,650,000. Such is the story of his life as told in dollars and cents.

But dollars and cents leave much to be told, and, when known in its details, the life of Thomas A. Edison is as much of an education as his inventions. As much of an education and more of a personal inspiration. He was born poor; he was denied even a high school training; at the age of twelve he began to work as a newsboy on the trains, and through sixty-six years of work and success, he owes but little to the "breaks" of luck. Nature gave him health and the will power to harness his genius and make it do his bidding; he could well afford to scorn all other aids on the path he chose.

In 1838 Samuel Edison, the inventor's father, fled to Milan, Ohio, from Canada. He had taken

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



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THOMAS A. EDISON AND HIS MOVING PICTURE INVENTION

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

too active a part in the Papineau Rebellion, and in his flight he walked one hundred and eighty-two miles without sleep; demonstrating thereby from whence came his son's powers of endurance. A few years later he married a school teacher named Nancy Elliot, and in February, 1847, their remarkable son was born. He was named Thomas Alva.

AT THE FOOT OF HIS CLASS

Here the great inventor passed the first seven years of his life. He was a good baby and his mother's darling; but from the first day that he went to school his troubles began. No signs of his future genius were recognized. He was, indeed, ranked at the foot of his class. In speaking of those days he once said:

"I was always a careless boy, and with a mother of different mental caliber I should have probably turned out badly. But her firmness, her sweetness, her goodness, were potent powers to keep me in the right path. I remember I used never to be able to get along at school. I don't know now what it was, but I was always at the *foot of the class*. I used to feel that the teachers never sympathized with me and that my father thought that I was stupid, and at last I almost decided that I must really be a dunce. My mother was always kind, always sympathetic, and she never misunderstood or misjudged me. But I was afraid to tell her all my difficulties at school, for fear she too might lose her confidence in me.

"One day I overheard the teacher tell the inspector that I was 'addled' and it would not be worth while keeping me in school any longer. I was so hurt by this last straw that I burst out crying and went home and told my mother about it. Then I found out what a good thing a good mother was. She came out as my strong defender. Mother love was aroused, mother pride wounded to the

"DIAMOND EDGE IS A QUALITY PLEDGE"

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quick. She brought me back to the school and angrily told the teacher that he didn't know what he was talking about, that I had more brains than he himself, and a lot more talk like that. In fact, she was the most enthusiastic champion a boy ever had, and I determined right then that I would be worthy of her and show her that her confidence was not misplaced. My mother was the making of me. She was so true, so sure of me; and I felt that I had some one to live for, some one I must not disappoint. The memory of her will always be a blessing to me."

In the fall of 1854 the Edisons moved to Port Huron, Mich., for the preference of a railroad to another town near Milan, nipped in the bud the prosperity of the city of Edison's birth. In Port Huron, Al, as he was called, was chiefly taught by his mother. At the age of nine he had read, or his mother had read to him, "The Penny Encyclopaedia," Hume's "History of England," "History of the Reformation," Gibbon's "Rome," Sear's "History of the World," and several works on subjects which had a wonderful fascination for him even at that time—electricity and science. Pretty good progress for the boy who at school was at the foot of his class.

GOES TO WORK AT ELEVEN

When only eleven years old Al obtained the position of "news butcher" on the Grand Trunk Railroad, running between Detroit and Port Huron. In speaking of these days a friend who worked with him said:

"He showed sometimes that he knew how money could be made. When the papers con-

"DIAMOND EDGE IS A QUALITY PLEDGE"

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taining the news of some big battle were published in Detroit he would telegraph to the station agents, who all liked him, and they would put up a bulletin board, and when the train arrived the papers would go off like hot cakes. I believe, however, that he would sooner have sat in his caboose studying than come out on the platform and sell newspapers.

EDITS A NEWSPAPER

"His own paper, the *Weekly Herald* was a little bit of a thing about the size of a lady's handkerchief. Of course he did not set it up altogether on the train, because you cannot set type and have it stand up on a car, but it was printed there. Sometimes the stationmaster at Mt. Clemens, who was also a telegraph operator, would catch some country news on the wires, and he would write it down and hand it to Al when the train came in. This news, of course, would be later than that contained in the daily papers. He would immediately retire to his caboose, set it up, put it on the little form, and before the train reached Ridgeway he would have it printed off. He sold lots of these papers for three cents each."

The *Weekly Herald* attracted the attention of the English engineer, Stephenson, who happened to be traveling on the "Mixed" one day, and who purchased a copy. He complimented the young editor on his enterprise, said the paper was as good as many he had seen edited by men twice his age, and gave an order for a thousand copies.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Even the *London Times* expressed interest in the paper, and unbent sufficiently to quote from its columns.

The paper was not well spelt or punctuated, but its very existence is enough to be no mean beginning of the career of even an Edison. Once he set fire, in the course of an



THOMAS A. EDISON USING A DICTAPHONE

"DIAMOND EDGE IS A QUALITY PLEDGE"

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experiment, to the baggage car and his press was thrown off the train by an irate conductor. The paper later became "yellow" in character, and after receiving a ducking in the canal for a personal article that he printed, the boy editor abandoned the project. Indeed, by this time science was showing herself to be a jealous mistress and experiments, chiefly in telegraphy, occupied his entire attention.

By 1862 Edison obtained the position of night operator at the Port Huron station. He was a good telegrapher, but during the day he was busy with his experiments and at night his mind was not on his work. He was discharged for carelessness and obtained a job as telegraph operator at the railroad station at Sarnia, Canada. Here his carelessness narrowly missed causing a frightful collision and, it is said in fear of prosecution, he fled back to Port Huron. His next position was at Indianapolis as an operator for the Western Union. He, who was to prove one of the great efficiency dynamos of the human race, and who even at that time was considered the fastest operator in the West, was a mere wanderer—a dreaming, reading, experimenting itinerant. He wore a hickory shirt, put his pants in his boots, did not brush his hair, could not hold a job well; but he was sustained and cheered through it all by dreams the realities of which now stretch around the world.

FIRST INVENTION

Edison at one time in his career was the fastest operator in the employ of the Western Union, and a constant

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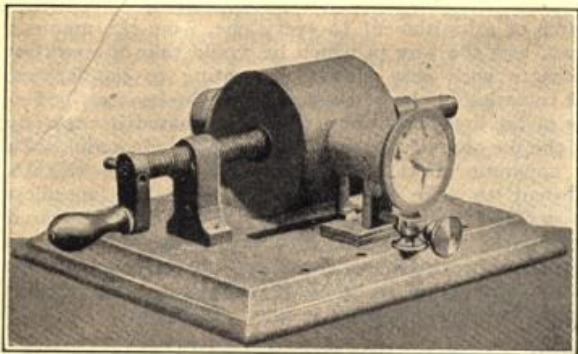
The Gimlet

source of astonishment to every one, from the manager down, was the way in which he would take the swiftest messages with ease almost amounting to indifference. His remarkably clear handwriting might be described as one of his first inventions, for he originated it expressly for the purpose of taking quick reports. He could, with no apparent effort, write forty-five words a minute, sufficient to take down messages from the speediest senders, and had it been necessary, might have increased his capacity to fifty and fifty-five words, and with no decrease in neatness and legibility. As a sender he was no less remarkable, and there were few who could take his messages when Edison felt in good condition.

From the West he drifted to Boston and thence to New York, with scarcely enough cash to rent a lodging, for books and apparatus always kept him poor. One day he dropped in the office of the Law Gold Indicator. The indicators or "tickers" were distributed among the brokerage officers and they frequently got out of order, causing great havoc when moments were precious. This was one of those days and the office was in a commotion when young Edison entered it. He watched for a moment and his quick eye immediately detected the trouble. Asking if he might help, he at once put things right, and after a talk with Mr. Law, was engaged as manager of the service at a salary of three hundred dollars a month. He then set himself to the task of improving and making reliable this "ticker" and a little later sold his inventions to the company for \$40,000, the story being told that for several days

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EDISON'S ORIGINAL TINFOIL PHONOGRAPH

the mere possession of so much money was a care and a trial to him.

This, however, was his start; he had "arrived" before he was thirty. With his first check he was enabled to carry out a long-cherished plan. He gave up his little shop in New York, resigned his position as manager of the Gold and Stock Indicator, and opened up a factory in Newark, N. J., where he soon gathered around him a small army of assistants. Here he not only manufactured his improved "tickers" and sent them out in large numbers, but he also busied himself with many brilliant and new inventions which began to issue from his creative mind in bewildering profusion.

The duplex was Edison's first important invention connected with electrical telegraphy, and embodied a

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method of multiple transmission which doubled the capacity of a single wire.

In speaking of Edison's automatic telegrapher, F. A. Jones in his "Life of Edison," says:

"In connection with this invention a characteristic story is told by his associate Charles Bachelor, who was for many years the inventor's right-hand man. In the development of the automatic telegraph, Mr. Bachelor said on one occasion, it became necessary to have a solution which would give a chemically prepared paper upon which the characters could be recorded at a speed greater than two hundred words a minute. There were numerous solutions in French books, but none of them enabled him to exceed that rate. But he had invented a machine that would exceed it, and must have the paper to match the machine. I came in one night, and there sat Edison with a pile of chemistries and chemical books that were five feet high when they stood on the floor and lay one upon the other. He had ordered them from New York, London and Paris. He studied them night and day. He ate at his desk and slept in his chair. In six weeks he had gone through books, written a volume of abstracts, made two thousand experiments on the formulas, and had produced a solution (the only one in the world) which would do the very thing he wanted done—record over two hundred words a minute on a wire 250 miles long. He ultimately succeeded in recording 3,100 words a minute."

Truly he was Napoleonic in his remarkable combination of intellect and energy.

His next inventions included the carbon telephone transmitter, the incandescent lamp, the phonograph and other daily essentials of civilized life. One of these that to many people has become a daily essential is the "kinetoscope" or moving picture machine. He perfected this

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invention in 1887, stating that "it would do for the eye what the phonograph does for the ear."

"PICTURE SHOW" STATISTICS

To-day Alvin B. Giles, treasurer of a motion picture company, in speaking of the growth of the motion picture business, said:

"At the present time the American people are spending \$500,000 daily on motion picture shows. Every day in the United States more than 5,000,000 persons go to see moving picture shows, and on an average each person usually stays an hour. There are at least 20,000 of these moving picture show houses in the United States, and the number increases at the rate of thirty to seventy a week. There are in the United States 500,000 persons engaged directly or indirectly in the moving picture business. The business represents an investment of \$200,000,000.

"To-day, Edison works as hard as ever with the indefatigable pains of the scientist, lightened by the genius of the great practical inventor; but he works in his beautiful laboratory with a corps of assistants at Orange, N. J. He lives nearby with his wife, his two daughters and two sons, and those who know him consider the wonderful work that he has performed but an earnest of more wonderful work that he will do. A great share of happiness has been his and a large degree of wealth; and no man breathing more richly deserves both—he has been the forerunner of material civilization, the wizard who transcends explanation.

No man is so rich, no ruler so powerful, no scholar is so learned that he is not made daily the recipient of the bounties of the inventor.

—Mike Kinney.

"DIAMOND EDGE IS A QUALITY PLEDGE"

SOME EDISON INVENTIONS

THE Incandescent Lamp and Light System, making possible the 41,000,000 of these lamps now in the United States alone.

The Carbon Telephone Transmitter, which made practical Graham Bell's invention and which is now found in every one of the 7,500,000 telephones in use in this country

The phonograph, used for amusement, instruction, business, and totaling in annual sales more than \$7,000,000.

The Moving Picture, which has dotted the world with theatres and probably now furnishes mankind more amusement than any other industry.

The Talking Moving Pictures, whose influence upon the art and business of the stage, threatens to transcend speculation.

Telegraphic Improvements, which quadrupled the transmitting power of every telegraph wire.

The Microtasimeter, an important scientific temperature change detector.

The Mimeograph and the Electric Pen.

And more than seven hundred other patented inventions and improvements, including revolutionary changes in the industries of electrical transportation, telegraphy, photography, etc.

One writer recently said of Edison: "He has a most retentive memory and enough imagination, but not too much, for practicality. Imagina-

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tion in an inventor is a dangerous quality. An inventor must have it, but if he has too much of it he is sure to become a dreamer. That is where Edison is strong; he has just the requisite amount of imagination to make him conceive great things, yet not enough to make him a dreamer. He is astonishingly practical in all his ideas. Few dreamers possess retentive memories, for dreams themselves are but fleeting things. Edison himself has no use for a dreamer, and none has ever found a footing in his laboratory. All must be 'hustlers,' though they may never hope to 'hustle' as Edison does; people who 'hustle' generally remember things."—Thos. A. Edison, by F. A. Jones.



EDISON'S DEN IN HIS HOME AT LLEWELLYN PARK, N. J.

"DIAMOND EDGE IS A QUALITY PLEDGE"

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"It is estimated that if everything that has ever been written and published about Edison were collected and republished in book form it would make a library of a thousand volumes—each volume containing an average of a hundred thousand words. And of these stories which would go to the making of such a library a very small proportion only would be found to have any real authority for their being. It is generally believed, for instance, by those outside the Edison laboratory that the inventor forgot his wedding day, or, rather, forgot that he had been married after the ceremony was performed."—Thos. A. Edison, by F. A. Jones.

"Inventors of practical devices may be broadly divided into two classes; first, those who may be said to have made two blades of grass grow where only one grew before; and, second, great inventors, who have made grass grow plentifully on hitherto unproductive ground. The vast majority of practical inventors belong to and remain in the first of these divisions, but there have been and probably always will be, a less number who, by reason of their greater achievements, are entitled to be included in both classes. Of these latter, Thomas Alva Edison is one, but in the pages of history he stands conspicuously pre-eminent—a commanding, towering figure, even among giants."—F. L. Dyer and T. C. Martin.

Inventions are the fishermen who feed the future.—Mike Kinney.

"DIAMOND EDGE IS A QUALITY PLEDGE"

TALKING PICTURES

THE Kinetophone or Talking Moving Pictures is now a reality, the unguessed wonder and puzzling admiration of a generation of theater-goers, and the latest jewel in the invention-studded crown of Thomas A. Edison. However, as early as the spring of 1907, Edison predicted this invention to F. A. Jones in the following words:



THOMAS A. EDISON AND HIS HOME
LLEWELLYN PARK, N. J.

"DIAMOND EDGE IS A QUALITY PLEDGE"

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"The time is coming when the moving picture and the phonograph will be combined so naturally that we shall be able to show a trumpeter or any other musician so life-like in appearance that when he puts his instrument to his lips it will be impossible for any one to say positively that it is not the living man himself who is playing. I look forward to the day when we shall give grand opera in so realistic a manner that the critics themselves will be deceived. We are working on these lines now, and though the difficulties are great, we shall overcome them by and by."

In fact, the idea of the kinetophone came to Mr. Edison 37 years ago and was laid aside only because things of more practical importance crowded it into the background. He took it up again four years ago, and in those four years he and all his assistants have "perspired" incessantly.



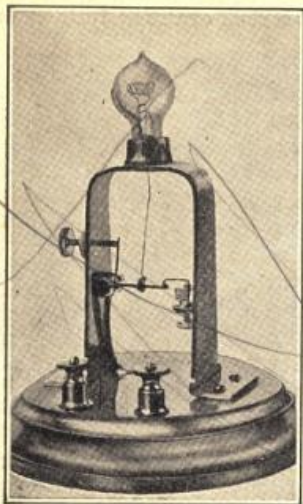
EDISON'S UNIVERSAL
STOCK PRINTER

Then came the great day when the kinetophone was shown to a large number of invited guests, including representatives of the leading newspapers. The sale of the right to use it followed immediately, and the price the syndicate of theatrical managers agreed to pay will net Mr. Edison about \$500,000 a year in royalties. But he does not care anything about this, as he already has more money than he knows what to do with.

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Perhaps none of his inventions are as weird and uncanny as the kinetophone. To sit in a theater and see pictures that not only move but also talk with verisimilitude is to believe the creation of a wonderful automatic man is almost within the power of man. The prologue to the "show" is a lecturer who advances "out front" and announces in a clear voice that he is going to tell of the wonders of the kinetophone. He concludes with the following words:



EDISON'S FIRST
INCANDESCENT LAMP

"Consider the historic value of a kinetophonic production of George Washington, if it were possible to show it now, and you will realize the splendid opportunities of future generations to study the great men of to-day. The political orator can appeal to thousands while remaining at his own fire-side; the world's greatest statesmen, actors and singers can be seen and heard in even the

smallest hamlet, not only to-day, but a hundred years hence. In fact, there seems to be no

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end to the possibilities of this greatest invention of the wizard of sound and sight, Thomas A. Edison."

In an interview given the *Technical World*, Edison said:

"You can see how this is going to put the best operas and dramas within the reach of poor people. The poor man will be able to see, for a nickel, performances which the rich man now sees for a high price. It is going to help educate the poor.

"To a certain extent it will take the place of the actual flesh-and-blood play. I believe that, in a certain way, it will be better to sit and watch a play where the scenery is not merely painted canvas, but actual photographs of the street or farmyard.

"Then, too, there is the historic value to be considered. By this means the inauguration of a president or other important event can be preserved in act and sound for future generations.

"In many other ways the invention is going to interest, instruct and help to uplift mankind."

"If the world were to take an account of stock, so to speak, and proceed in orderly fashion to marshal its tangible assets in relation to dollars and cents, the natural resources of our globe, from center to circumference, would head the list. Next would come inventors, whose value to the world as an asset could be readily estimated from an increase of its wealth resulting from the actual transformations of these resources into items of convenience and comfort through the exercise of their inventive ingenuity."—F. L. Dyer and T. C. Martin.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

W. K. BIXBY,
509 CENTURY BUILDING
ST. LOUIS, MO.

February 14th, 1913.

Hon. Mike Kinney,
St. Louis, Mo.

My dear Mr. Kinney:.

I purchased a short time ago a large number of letters written to Thomas Jefferson, and also a large number written by him. Among these papers I find the enclosed relative to nails. The slip headed "Of Nails" is in Thomas Jefferson's handwriting, so is the filing endorsement on the back of the papers. I thought you might like to look these over.

Yours sincerely,

(Encs.)

W. K. Bixby

*Jim makes 15 pounds 20" Nail
Barnaby makes 10 pounds 10" do
Wagner heavy makes 10 lbs 10" do
Bedford John makes 8 pounds 8" do
Bedford Larry makes 6 pounds 6" do
Bartlett makes 6 pounds 6" do
Boys makes 8 pounds 6"
63 pounds na*

A Record of a Day's Work in a Colonial Nail Factory.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Jan^y 21st 1793

20th Nails 6/2 the 1000
10 " " 4/5 — "

110th Cent

28th 8^{ny} — 7/6 Currency

June 14th 4^{ny} — 4/4th 20

Nov^r 1st 10^{ny} — 4/9th Shilling

125th Cent

20^{ny} Brads — 16/6 Currency

1794 8^{ny} Nails — 9/6

5th 8^{ny} 20 — 9/7

January 10 10^{ny} 20 — 12/

20^{ny} 20 — 15/

6^{ny} as about 5/9 to 6/4 —

The 3rd Cell

Prices of Nails Viz

20th Whitegalen 17th 17/6 pth
12th " 14th 12/6 Ditto 14th
10th " 12th 10/6 Ditto 12th
8th " 10th 8/6 Ditto 10th
5th " 7/6 5/6 Ditto 9/6

Thomas Jefferson went into everything he tackled
with the greatest thoroughness.

"DIAMOND EDGE IS A QUALITY PLEDGE"

1807. May PRICES OF
Nails, Brads & Sprigs,
 MANUFACTURED at the Penitenti-
 ary, and for sale by NICHOLAS
 HALLAM, agent for the Commonwealth.
 a few doors above the Swan Tavern, Rich-
 mond.

CUT NAILS.

| | Wholesale. | Retail. |
|------|---------------|-------------------------|
| 3d. | 12 1-2 cents. | 13 1-2 cents per pound. |
| 4d. | 11 1-2 | 12 1-2 |
| 6d. | 10 1-2 | 11 1-2 |
| 8d. | 10 | 11 |
| 10d. | 9 1-2 | 10 1-2 |
| 12d. | 9 1 2 | 10 1-2 |
| 20d. | 9 1-2 | 10 1-2 |

CUT BRADS.

| | | |
|------|-------|--------|
| 8d. | 9 1-2 | 10 1-2 |
| 10d. | 9 | 10 |
| 12d. | 9 | 10 |
| 20d. | 9 | 10 |

WROUGHT NAILS.

| | | |
|------|--------|--------|
| 6d. | 12 | 13 |
| 8d. | 11 1-2 | 12 1-2 |
| 10d. | 11 | 12 |
| 12d. | 11 | 12 |
| 20d. | 11 | 12 |
| 20d. | 11 | 12 |

Spikes of all sizes the same price as 30d.
 nails.

CUT SPRIGS.

3d.—50 cents per thousand—4d. 67 cents
 per thousand—6d. 84 cents per thousand.
 Also, for sale as above, a variety of
 Plantation Utensils, such as Plough-irons,
 Harrow-teeth, Axes, Wedges, Chains, &c.

Here's a Nail Price Current dated May, 1807,
 before there was a Steel Trust.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Philadelphia. Mar. 17

Bought of William Lane

Price of Nails for Quantity

| Common Nails | Fine Nails | Clearhead Nails |
|--------------|----------------|-----------------|
| 3" — 20 cts | 3" — 1/10th lb | 6" — 1/5 lb |
| 4" — 18 cts | 4" — 1/9 cts | 8" — 1/4 lb |
| 6" — 16 cts | 6" — 15 cts | |
| 8" — 12 cts | 8" — 14 cts | |
| 10" — 11 cts | 10" — 12 cts | |
| 12" — 8 cts | 12" — 12 cts | |
| 14" — 6 cts | | |
| 16" — 5 cts | | |
| 18" — 4 cts | | |
| 20" — 3 cts | | |

10" Nails — 1/4
12" — 1/5

At the Old CUT-NAIL Manufactory,
corner of Main and Church-streets, the subscriber keeps
on hand constant supply, and can furnish at short notice,
any quantity of

Nails, Flooring Brads and Sprigs,

At the following reduced prices, by the Keg—for cash
only, viz—

| | |
|---|-----------------|
| 8, 10, 12, and 20d Nails and Brads at 7 1/2 lb. | |
| 6d. Nails, | 9 1/2 lb. |
| 4d. do. 2s. 6d. m. or 11d | |
| 3d. do. 2s. 3d. or 12d | |
| Something, do. | 7 1/2 lb. |
| rd. Sprigs, | 4 1/2 lb per M. |
| 6d. do. | 2s. 9d |
| 10d. and 3d. do. | 2s. 3d |

He offers also for cash only—
HOOP IRON ASSORTED.
Thos. Seaman.

May 25.

Nails. Norfolk. May 25: 07.

Say, brother!—what's a "Sprig," anyhow?

"DIAMOND EDGE IS A QUALITY PLEDGE"

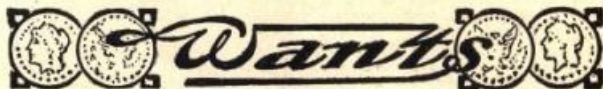
The Gimlet



A SURE CASE OF DIRECT FROM THE MANUFACTURER
TO THE CONSUMER

Women are the guardians of the illogical. Without them men would become pedantic. In a thousand cases it is not logic, but sudden warm insight that is heeded. For, after all, logic never compasses a whole.

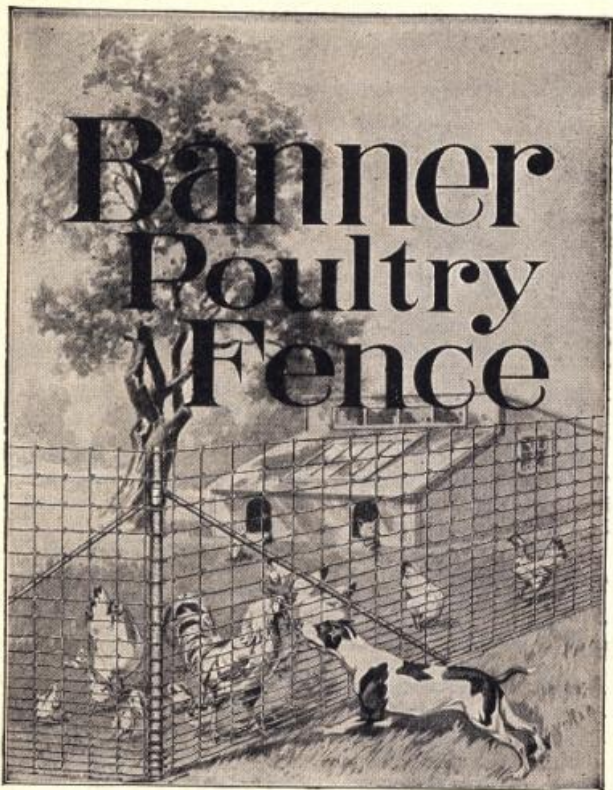
—From the German (Vischer.)



- If you have a hardware stock for sale or exchange.*
- If you want to buy or trade for a hardware stock.*
- If you are looking for a desirable location to embark in the hardware business.*
- If you want a partner.*
- If you want a clerk or a tinner.*
- If you want a position in a retail hardware store.*

Write The Gimlet for the particular Want List you desire.
It may help you solve your want problem.

"DIAMOND EDGE IS A QUALITY PLEDGE"



We offer exceptional value in this good fence. Substantially made, close mesh, strong, durable, handsome. Well advertised, popular. We will back the DEALER as well as the PURCHASER. Write for our literature and our proposition.

AMERICAN STEEL AND WIRE COMPANY
72 W. ADAMS STREET, CHICAGO

Increase Your Paint Sales with Liberty Elastic Rubber Roof Paint

"The Paint that Protects."

Unequalled for all roof purposes, resisting the ravages of sun, wind and storm.

Also in demand for painting all metal surfaces.

Farmers buy it to paint tools and farm implements of all kinds, silos, etc., and to protect the parts of fence posts inserted in the ground.

"Sells rapidly at a good profit, and always pleases."

"Requires no mixing or thinning, so is always ready for use."

"Sets quickly and gives a beautiful jet black glossy finish."

"Supplied in barrels, half barrels, five and one-gallon cans."

"The only paint manufactured that contains decomposed cedar wood. Its much desired elasticity is due to this particular element."

Dealers should write

Norvell-Shapleigh Hardware Co.

for prices to-day.

The Gimlet

Clinton Wire Cloth

Clinton Cloth is the standard to which all other cloths are built.

Painted Cloth

Made of heavy wire and covered with a superior grade of fly screen paint.

Silver Finish Cloth

Made of heavy galvanized wire and will give splendid service and outlast painted cloths; costs very little more than the painted.

Bronze Cloth

This is the finest and best cloth made; will not rust or crack; wires are made of 90 per cent copper. You can recognize Clinton Bronze Cloth by the red string running through the selvage.

When you see the red string you will know it is Clinton Cloth—the best made.



CLINTON WIRE CLOTH CO.

CLINTON, MASS.

BOSTON

NEW YORK

CHICAGO

SAN FRANCISCO



Corbin Hardware Assortment No. 3400

A silent salesman that will attract the attention of the best people in your town; the people who have fads; who are doing odd jobs for entertainment; who do not care for expense.

This cabinet is 19 inches high, 16 inches wide and 11½ inches deep. The assortment consists of hinges, hinge hasps, label holders and pulls, mending straps, brackets, corner plates, padlock eyes, friction and suit case catches, box corners, shelf rests and escutcheons.

In all there are 43½ dozen with a retail value of \$31.57. The highest priced item, consisting of ¼ doz. only, is 40 cents retail. All the balance sell at from 2 cents each to 15 cents each and provide a most satisfactory profit margin. A retail price list is attached to inside of door.

WRITE YOUR JOBBER FOR NET PRICES

CORBIN CABINET LOCK COMPANY

NEW BRITAIN, CONN.

CHICAGO

NEW YORK

PHILADELPHIA

The Gimlet

**“For Beauty,
Finish and
Utility,
this Saw
cannot be
Excelled”**



**Originated and
Patented by
Henry Disston**

**Henry Disston
& Sons**

Incorporated

**Keystone Saw, Tool, Steel
and File Works**

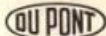
Philadelphia, Pa.

BECAUSE

OF THE INCREASING

Popularity of Trapshooting

There will be More Demands for



SMOKELESS POWDERS

AS a result of extensive and persistent advertising the dealers in sporting goods are selling an increasing amount of Du Pont Smokeless Powders.

The revival of interest in Trapshooting is directly profitable to dealers, because idle shotguns are given opportunities to become active and thereby furnish recreation for their owners.

Du Pont, Ballistite, Schultze, Empire

The Most Popular Powders Because Dependable

The demand for these famous brands is constant. The remarkably high scores of those trapshooters using them emphasize the features of regularity and reliability.

Be prepared for trap and field shooters by stocking these quick-selling, satisfactory smokeless shotgun powders, in bulk, and loaded in shot shells.

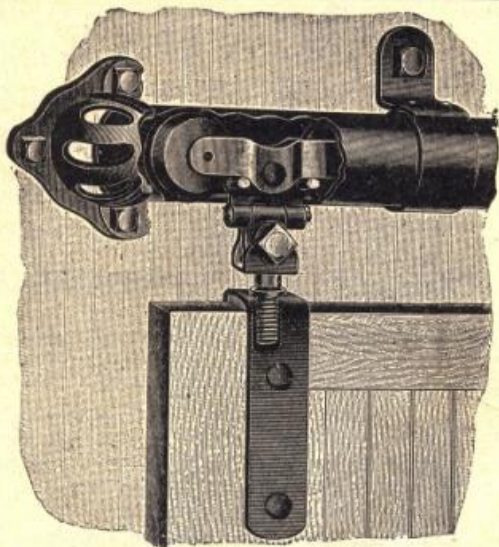
E. I. du Pont de Nemours Powder Co.

Pioneer Powder Makers of America

ESTABLISHED 1802.

WILMINGTON, DEL.

The Gimlet



Cannon Ball Barn Door Hanger No. 507 LATERAL AND VERTICAL ADJUSTMENTS

The adjustment of the door up and down is accomplished by means of a vertical adjustment screw and an adjustment plate which rests on the top of the door under the strap. The adjustment plate is constructed with a boss that projects through the strap, making a long bearing for the drop forged, adjusting screw. The adjusting screw has a large flat head $1\frac{1}{4}$ inches in diameter and $\frac{1}{4}$ inch thick, which hangs in the lateral adjustment stirrup; this screw has a hexagon shoulder which is very accessible. The door is set close to or away from the building as desired, by the lateral adjustment. Operates very easily and quickly. Track comes in 3-foot sections.

Hangers packed one pair in a box with bolts. Six pairs in a wooden box. Weight per dozen, 85 pounds.

HUNT, HELM, FERRIS & CO. 5754 Hunt Street,
Harvard, Ill.

Mansfield

The logo features a tire cross-section in the background. A horizontal banner is superimposed over the tire, with the word "CABLE" on the left and "STRUCTUR" on the right, separated by a small vertical line.

The MANSFIELD TIRE & RUBBER CO.
Automobile Tires

21,000 Tested in 11 Months

Over 21,000 in 11 months is the record of Mansfield Tires. That demand came from motorists who had tried all other makes of tires. They put Mansfield Tires to the hardest tests they knew.

Here's the Result of the 21,000 Test

Out of the 21,000 Mansfield Tires tested out in the first 11 months, all but 423 proved better than our claim. That is the best record any tire ever made.

The Reason

Cable-structur is not an experimental tire. It is the final achievement of long experienced tire experts.

That is the reason why the Mansfield tire broke all tire records for endurance.

Our catalogue tells all the reasons. Write to-day.

The Mansfield Tire & Rubber Co.
Mansfield, Ohio

The Gimlet

COMMUNITY SILVER

BEST PLATED WARE MADE



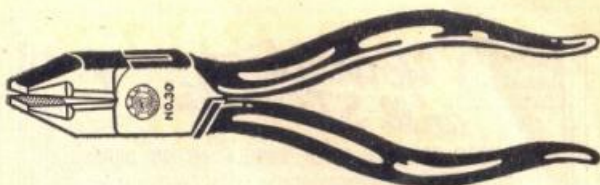
The beautiful designs of COMMUNITY SILVER invite the closest inspection—they rival Sterling in distinction.

The heavy plate with special Overlay at the wearing points places COMMUNITY SILVER at your service for fifty years.

ONEIDA COMMUNITY, LTD.

ONEIDA, N. Y.

The Gimlet



Here's the Box-Joint at Its Best

THE P. S. & W. No. 30 Plier has no equal for strength, cutting-power and long life. The Box-Joint always opens easily, and will not work loose.

Shape, temper, every detail of the tool is perfected to make it cut clean and straight, grip surely, work easily and last long.

We make the largest line of box-joint and lap-joint pliers offered by any one maker. When you buy any hand-tool look for this trademark.

The MARK of
The MAKER



On Guaranteed
Hand-Tools

ASK your dealer to show you P. S. & W. Guaranteed Hand-Tools for Carpenters, Electricians, Machinists and Tinsmiths. They are the best you can buy—whether for professional or household use.

The Peck Stow & Wilcox Company

Southington, Conn.

New York City

Cleveland, O.

Address correspondence, 35 Murray St., New York City



*Your door
will STOP there!*

NO MORE TROUBLE WITH DOUBLE ACTION DOORS

Simply equip them with Shelby Chief Double Action Door Checks and Floor Hinges and your troubles cease.

The Check stops the flip-flapping and causes the door to stop on a dead center. It also controls the speed of the door and closes it gently.

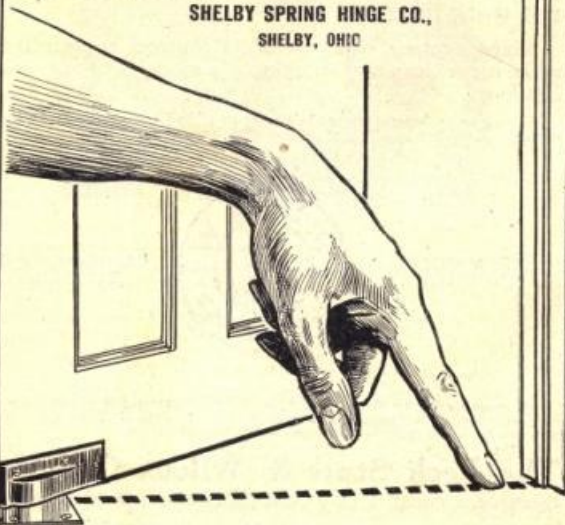
Every Double Action Door Needs This Check

Then, the Shelby Chief Double Action ball bearing hinge is fitted directly to the door. You don't have to cut a single hole in your floor.

Just drop into your nearest hardware store and they will show you how it works. If they don't carry the Shelby Chief, write us.

SHELBY SPRING HINGE CO.,

SHELBY, OHIO





Stanley "Hurwood" Screw Drivers

WHEN BUYING A SCREW DRIVER, why not get the best? Stanley "Hurwood" Screw Drivers have Blade, Shank and Head in one piece of special steel. So constructed that it is impossible for Shank to turn in Handle. Handles are stained black, also fluted, which insures a secure grip.

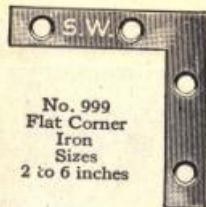
For Sale by All Hardware Dealers

Manufactured by

Stanley Rule & Level Co.
NEW BRITAIN, CONN. U.S.A.

Repair Your Screens

Look over your screens and where you find a corner or joint that needs reinforcing, strengthen it with one of

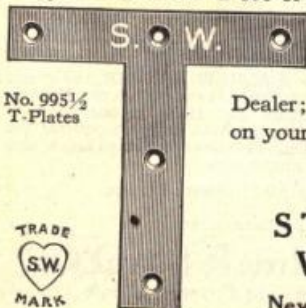


No. 999
Flat Corner
Iron
Sizes
2 to 6 inches

Stanley's Corner Irons and T-Plates

They are neat little pieces of hardware, with a thousand and one uses around every home, carpenter shop, office or store. There are many other styles so that you can find an iron to fit your needs.

Ask your dealer for a set of STANLEY'S Screen



No. 995 1/2
T-Plates



Door Hardware
No. 1750. How
about it, Mr.

Dealer; have you the goods
on your shelves?

THE
STANLEY
WORKS

New Britain, Conn.

The Gimlet

The Lookout



“It Rings for a Dollar.”

IF actions speak louder than words, then the Lookout belongs in the *get there* class because it is inspired to action by good works.

Then there is the matter of good looks and a popular price which makes it a seller at sight. It stays sold, too.

It's a likeable little com-

panion that appeals to all classes. It sells at the rate of 1500 a day, turning as many wholesome bits of profit into the tills of first class dealers.

Names printed free on dials in lots of 24. Order some today from your jobber or from the makers, *Westclox, La Salle, Illinois.*

L A B E L S

===== *of* =====

EVERY DESCRIPTION
and by every known process

PRINTED OR
LITHOGRAPHED

WE REPRODUCE LABELS
now being used, or we will
design new labels for anyone wishing
such service. Our artists and designers
are at your command.

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Samples and Prices sent on Application

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WOODWARD & TIERNAN
PRINTING COMPANY
ST. LOUIS, MO.

THOMAS A. EDISON developed from a newsboy to be the greatest one-man factor in this generation. In *results* no man who has ever lived in any period of the world's history approaches his record of *individual achievement*.

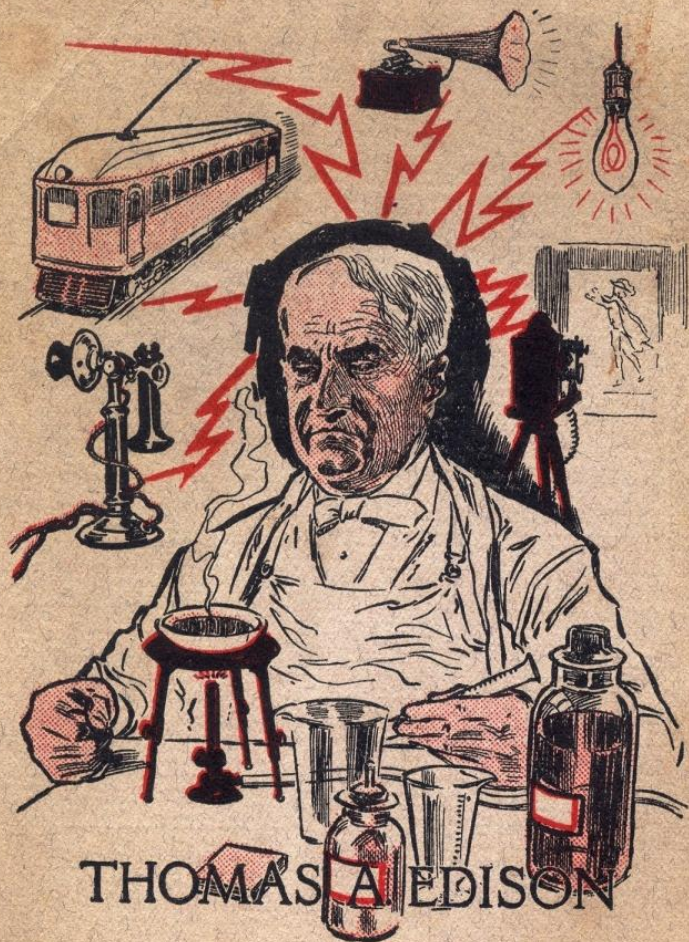
He was an evolution. One discovery lead to another. Life is an endless chain. When you find the last link there is still another. The chain reaches out past all of us—even Edison—into the darkness of the unknown.

Edison has just pushed on a little ahead of the mass. There are greater wonders to follow. Others also will *think* and *work*.

Original—thot out by

Mike Kinney

Teamster and Editor.



THOMAS A. EDISON